

CEO E-Briefing

A weekly report to City Council and the community

October 14, 2011

No. 17



CEO's Message



Costa Mesa's Summer of Love

On pages 3 and 4 of this E-Briefing, you'll find the nearly forgotten story of Costa Mesa's own Woodstock moment in the summer of 1968. On a hot August weekend, more than 100,000 people flocked to the Orange County Fairgrounds in quiet Costa Mesa to hear a two-day rock concert featuring a musical lineup that included the Grateful Dead, the Byrds, Iron Butterfly, Steppenwolf, Alice Cooper, and Jefferson Airplane.

Hippies and other rock fans overwhelmed the fairgrounds and the City, which were expecting a fraction of the crowd. This led to one of my favorite all-time quotes. When asked if there would be a second annual Newport Pop Festival, beleaguered Mayor Alvin Pinkley replied, "To say that we would not like it back here would be the understatement of the year."

Forty-three years later, the City still wouldn't want to play host a rock festival that draws 100,000 people with significant impact to neighborhoods. But we are stepping up our efforts to attract quality events to our town. The City, the Orange County Fairgrounds and Event Center, the Chamber of Commerce and the Conference and Visitor Bureau are working together to bring events to Costa Mesa that will fill up hotel rooms, restaurants, stores and, eventually, city coffers with tax revenue.

The Barrett-Jackson car auction, Orange County Marathon and Costa Mesa Restaurant Week are first-class examples of how our community can be enriched through special events. And the City—with the help of Interim Public Affairs Manager Dan Joyce—is working on several deals and ideas that will add to the momentum—and the tax base.

I think Mayor Pinkley would approve.

Tom Hatch, chief executive officer, City of Costa Mesa



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Comments or suggestions, please contact william.lobdell@costamesaca.gov



City of Costa Mesa



Costa Mesa City Hall

On the calendar

Oct 15 SATURDAY The Costa Mesa Dog Park at Arlington Avenue and Newport Boulevard is hosting a Dog Olympics of sorts—called the Agility Trials—all day Saturday and Sunday starting at 8:30 a.m. There are all sorts of events to test the dogs' abilities.

The Costa Mesa Homeless Task Force will hold a "Goals, Priorities and Recommendations" workshop from 9 a.m. to noon in the Emergency Operations Center at the Costa Mesa Police Department, 99 Fair Drive.

Join the Costa Mesa Fire Department for Fire Prevention Open House events at all fire stations from 10 a.m. to 1 p.m. The Fire Safety Education Trailer will be set up at Fire Station 2 (800 Baker St.) with special activities for families.



Oct 18 TUESDAY The Costa Mesa City Council meeting meets at 6 p.m. in the Council Chambers. Among the agenda topics: Response to Orange County Employee Assn.'s review of City's finances; update on police helicopter program; more RFPs to be voted upon; review of the Citywide Traffic Impact Fee Program.

Oct 20 THURSDAY City Chief Executive Officer **Tom Hatch** will be the guest speaker at the Costa Mesa Chamber of Commerce's "90-Minute Breakfast Boost" at 7 a.m. at the Mesa Verde Country Club. Hatch will discuss the state of the City. Make your reservations now [here](#) or call Sandy at the Chamber at 714-885-9090.

The Costa Mesa City Council, Planning Commission and Parks and Recreation Commission will hold a joint session at 4:30 p.m. at City Hall to study the 401-acre Banning Ranch development that will border Westside Costa Mesa.

Oct 21 FRIDAY Three days of gems, beads, fine jewelry, crystals, minerals, lapidary equipment, imported items and more at the Orange County Fairgrounds and Event Center. Friday: noon-6 p.m.; Saturday: 10 a.m.-6 p.m.; and Sunday 10 a.m.-5 p.m. General admission \$7 for weekend pass.



Oct 22 SATURDAY The **Costa Mesa High School Foundation** hosts "An Evening under the Stars" at the world-famous Noguchi Gardens in South Coast Metro. The foundation's inaugural gala will start at 6 pm and feature dining, entertainment and silent auction items. Funds raised will benefit students in the Costa Mesa High School zone.

For a complete list of community events, click [here](#).

MAKING HISTORY

Costa Mesa's Woodstock

In 1968, more than 100,000 music lovers swamped the city

In the summer of 1968, more than 100,000 music lovers descended upon the Orange County Fairgrounds for the inaugural Newport Pop Festival, which attracted such now-iconic musicians and groups as the Grateful Dead, Sonny & Cher (booed off stage), the Byrds, Iron Butterfly, Steppenwolf, Alice Cooper, Tiny Tim and Jefferson Airplane (David Crosby and members of Jefferson Airplane got into a pie-throwing fight onstage).

It's believed to be the first pop concert to draw more than 100,000 spectators.

But only a fraction of the crowd had been expected, causing promoters and City officials to scramble to pull off the weekend event held under an unrelenting August sun.

To accommodate the crowds, the event was moved outdoors to a dirt lot and City officials set up an emergency 32-acre camp site with port-a-potties and water tanks. Vendors ran out of food and water halfway through the first day.

Fair officials supplied the concert-goers water through garden hoses. Rolling Stone magazine praised the music talent at the Newport Pop Festival, but said "most considered it another in a series of pop music shucks."

(continued on page 4)

ROLLING STONE/SEPTEMBER 14, 1968



Country Joe McDonald and Jerry Garcia backstage at festival

Newport Pop Festival Drags on in Dust and Heat

An estimated 140,000 attended the first and probably the last Newport Pop Festival in California's Orange County Aug. 3-4, viewing, among others, Tiny Tim, Jefferson Airplane, Country Joe and the Fish, Grateful Dead, Chambers Brothers, Charles Lloyd, James Cotton Blues Band, Quicksilver Messenger Service, and the Byrds.

The festival was regarded musically successful but on other fronts rather less than pleasing. The performers appeared on a raised stage under a striped canopy, but the young crowds were left sitting or standing in a huge, flat, dusty-dry open field under a broiling sun. Refreshment and rest room facilities were less than adequate and the sound system was not powerful enough to carry the sound to everyone present.

Highlight of the pop fest the first day (Saturday) seemed to come when Country Joe closed the bill. The hour was late and Orange County officials were threatening to shut off the electricity when the band went on, finally relenting to give the band time for two songs. As they began their first, "1, 2, 3, 4, What Are We Fighting For," the approximately 40,000 young people still on hand rose as if one, cheering, hands held aloft in the "peace sign." During the second number, a long blues, even the cops on stage were grinning and ad-libbing a moderate version of the boogaloo.

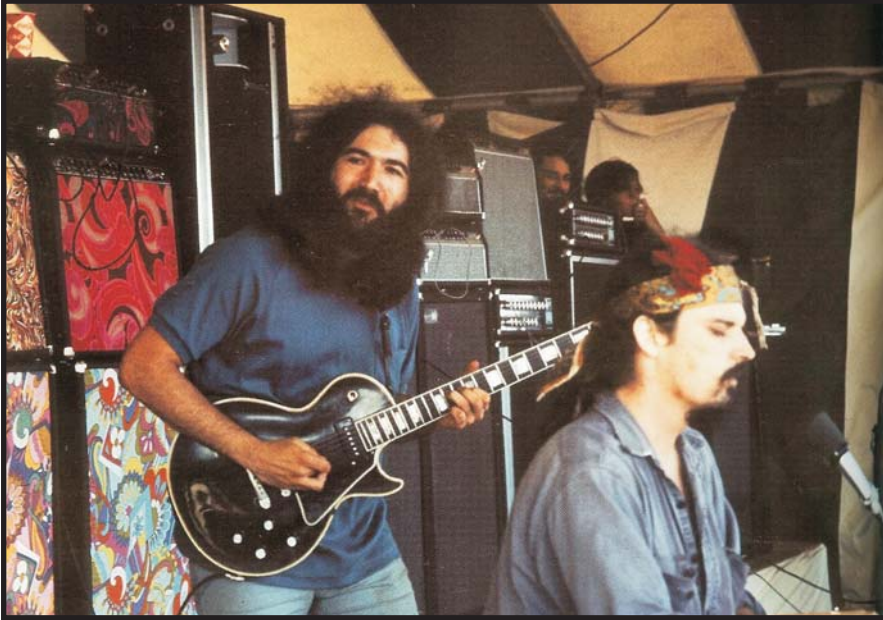
The second day's climax came when David Crosby started a planned pie fight with the Jefferson Airplane. In all, 250 cream pies few back and forth . . . and the thousands of people present stormed the stage join in.

The musical line-up was an impressive one. Besides those already mentioned, bands appearing were Alice Cooper, Steppenwolf, Sonny and Cher, Canned Heat, Electric Flag, Butterfield Blues Band, Eric Burdon and the Animals, Blue Cheer, Iron Butterfly, Illinois Speed Press and Things To Come.

But admission to the festival was \$5.50 per day—to sit in heat and dust. Most considered it another in the series of pop music shucks.

The Newport Pop Festival—which wasn't even held in Newport, but in Costa Mesa—was produced by Humble Harvey Miller, one of L.A.'s Top-40 deejays, and Wesco Associates, basically the same coalition that staged a similarly uncomfortable weekend festival last summer in another Los Angeles dust bin.

MAKING HISTORY (Continued)



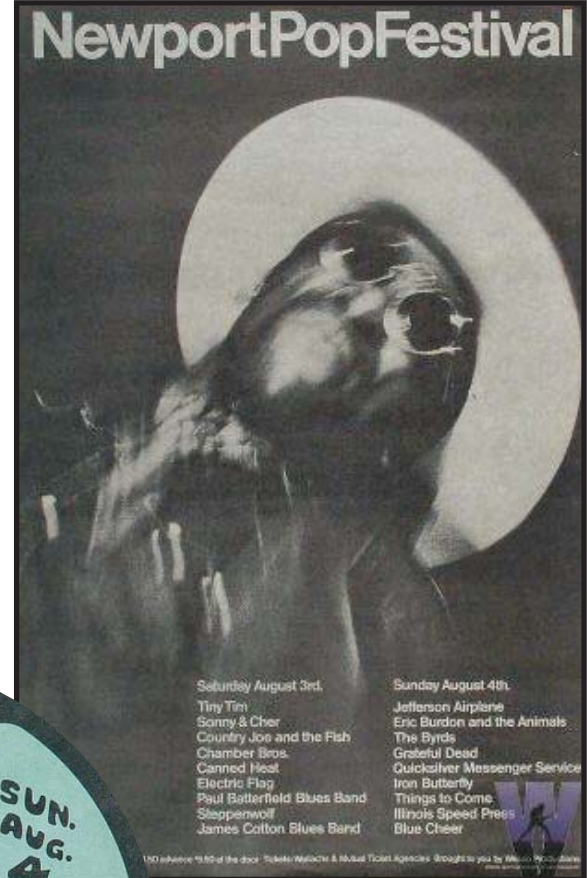
If better organized—and better received from the City—some wonder if the second annual Newport Pop Festival in Costa Mesa would have overshadowed a concert in Woodstock, New York that made news in the summer of 1969.

We'll never know because once was more than enough for Costa Mesa officials. Said Mayor Alvin Pinkley, who ran a drugstore in town: "To say that we would not like it back here would be the understatement of the year."

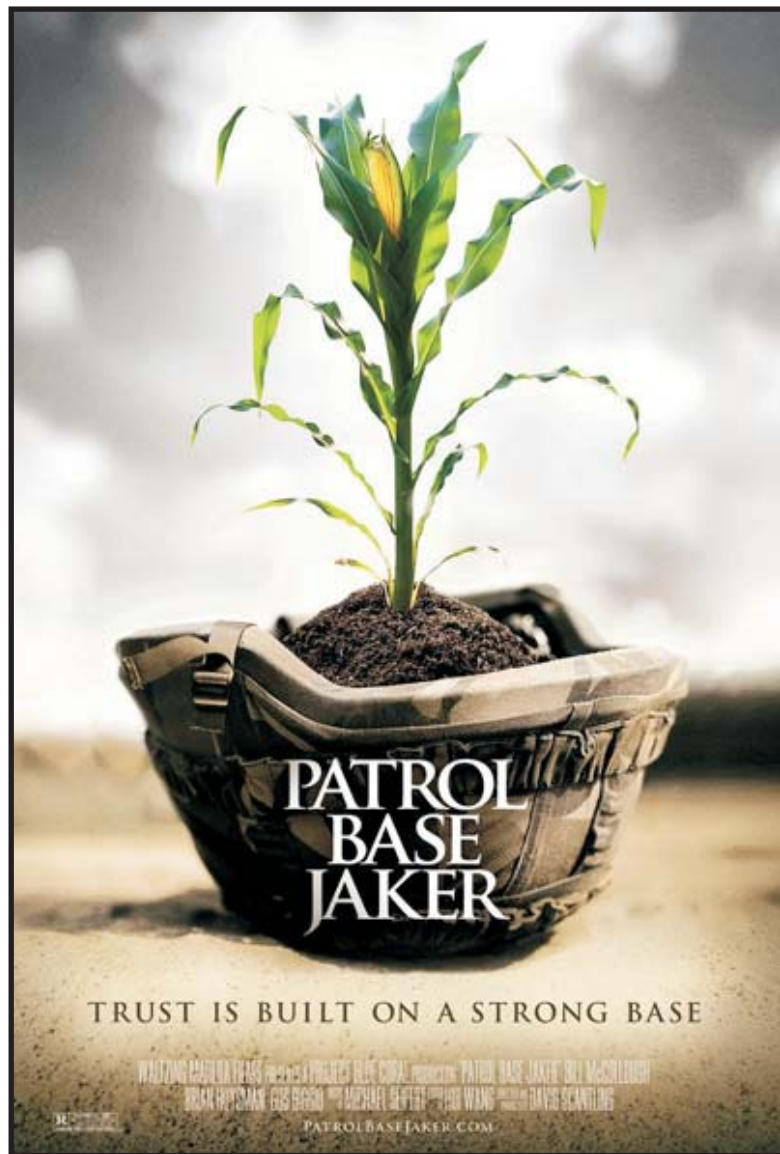
—Bill Lobdell

"To say that we would not like it back here would be the understatement of the year."

— Mayor Alvin Pinkley



CEO's Office



Public invited to screening of film about City's adopted battalion

The City of Costa Mesa and the 1st Battalion, 5th Marine Support Group are hosting a pre-release screening of the documentary "Patrol Base Jaker" at the Triangle Square Cinemas in Costa Mesa at 7 p.m. on Oct. 28.

"Patrol Base Jaker" follows the deployment of the 1st Battalion 5th Marines (1/5) during its tour of duty in the Nawa District in Afghanistan in 2009/2010. The film takes viewers to the frontlines of the Afghan war. This film recently won the "Best Documentary" award at the GI Film Festival. The film is dedicated to Lance Corporal Donald Hogan, recipient of the Navy Cross.

The 1/5 is the battalion adopted by the City of Costa Mesa, which has organized care-package drives and other outreach programs to show support for the troops.

After the showing of "Patrol Base Jaker," the movie will be discussed by producer/director Dave Scantling and Col. Robert Castellvi, who deployed to Afghanistan for Operation Enduring Freedom and served as Chief of Staff for the 1st Marine Division Forward at Camp Leatherneck.

Tickets for the movie are \$25 (with a popcorn and soda included) or \$20 for the film only. Proceeds will go to support the "Socks for Heroes" programs as well as the 1/5 Support Group.

Seating is limited. Please [click here](#) to purchase tickets. You can watch a trailer for "Patrol Base Jaker" [here](#). For more information, contact Jim Hogan at socks4heroes@hotmail.com.

The food keeps on truckin' at night

For all of you foodies who have taken to the food truck craze: the Orange County Fair is excited to announce the addition of Food Truck Fare After Dark to its already popular Food Truck Fare Thursdays during the lunch hour. Food Truck Fare After Dark will be every Wednesday evening from 5:30 to 9 p.m. in the fair parking lot. Just like Food Truck fare Thursdays, the line-up of trucks will change weekly and you can find out who will be serving up their amazing food by following the OCFair on Twitter and Facebook.



Development Services

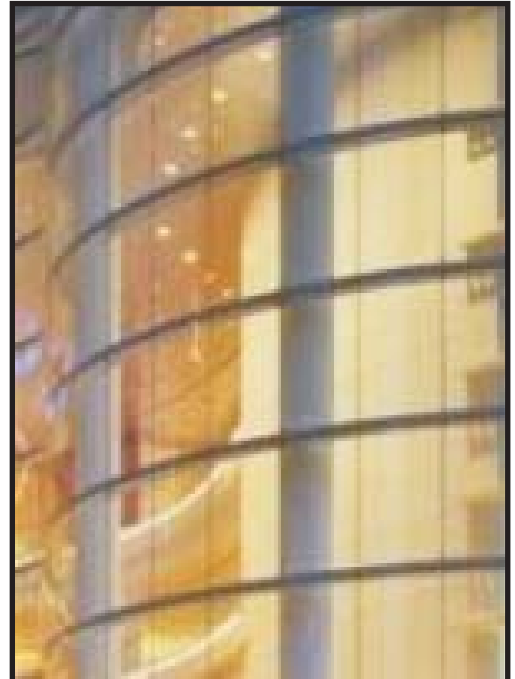


Design unveiled for Silver Trumpet Restaurant

Here's an artist's rendering of the exterior model of the Silver Trumpet Restaurant & Bar in the Wyndam Hotel near the Segerstrom Center for the Arts.

The sign will say "Silver Trumpet Restaurant & Bar" and will be larger than shown in the picture. The whole front will be made of Pilkington glass and the sign will be backlit. There will be a scenic walk toward the left with landscaping.

The front will be outdoor patio with casual, comfy seating, and it will be enclosed with glass. There will also be a firewall with flames to the left. The staircase will lead up into the bar/lounge area. There will be outdoor speakers/lighting throughout the outdoor area, including in the planters.



SECRET SPOT

Somewhere in Costa Mesa you might recognize this bit of local scenery.

Hint: You'll need a hall pass to get inside.

To get the whole picture, see [page 7](#).

Volcom begins next phase of headquarters' remodel

Building permits were recently issued to Volcom at 1740 Monrovia Ave. for first floor/phase 3 interior tenant improvements. The first floor job, in progress, includes a new ceiling, the addition of non-load bearing walls for the reconfiguration of office areas, break room, server room, and conference rooms, alteration of existing restrooms with lighting throughout, and other related electrical, plumbing and mechanical work. Phase 3 of the project is valued at \$925,000.

— Hilda Veturis



Development Services (Continued)



Sony tunes into tenant improvements

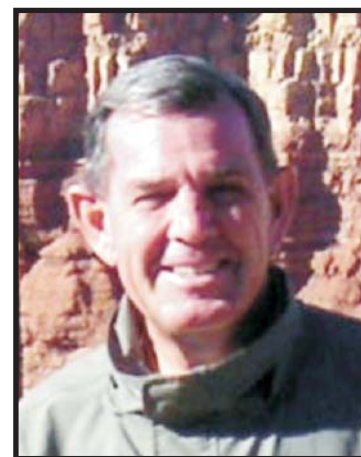
Sony, the electronics retailer, was recently issued building permits for work encompassing 5,828 square feet of tenant improvements at its South Coast Plaza store. The remodel consists of the construction of non-load bearing walls, new ceilings and finishes with additional electrical, mechanical and plumbing detail. This development is valued at \$525,000.

– Hilda Veturis

Fire Department

Capt. Swanson, longtime Costa Mesa firefighter, passed away Tuesday

Don "Duckson or Swanny" Swanson, a member of the Costa Mesa Fire Department from 1968 to 2003 when he retired as a Captain, passed away Tuesday with family and friends by his side. He had been battling cancer for the past few months. He was 69.



Don was raised in Corona del Mar and graduated from Newport Harbor High School with many other retired firefighters from the Costa Mesa Fire Department.

Don was known for his gentle and humble spirit as well as his strong faith. He had a huge heart. He would donate a wheelchair in your name to someone overseas that was in need at Christmastime.

Don was always eager to listen. He always had a story to share about his experiences to help others with whatever it was that they were going through. He had a special way of making others feel better after spending time with him.

He will be missed by his family, many friends and colleagues from the Costa Mesa Fire Department.

SECRET SPOTTED



The Renee and Henry Segerstrom Concert Hall

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Police Department



Result unknown of promised federal crackdown on marijuana dispensaries

The federal government promised late last week to crackdown on medical marijuana dispensaries, a move that could change the landscape quite a bit in Costa Mesa—which has its fair share of those businesses. But so far, the City is unsure how the promised crackdown will play out. Because there is a conflict between federal and state law, it will depend on when and how heavy the federal government comes down on this issue.



This is only a test, not real emergency

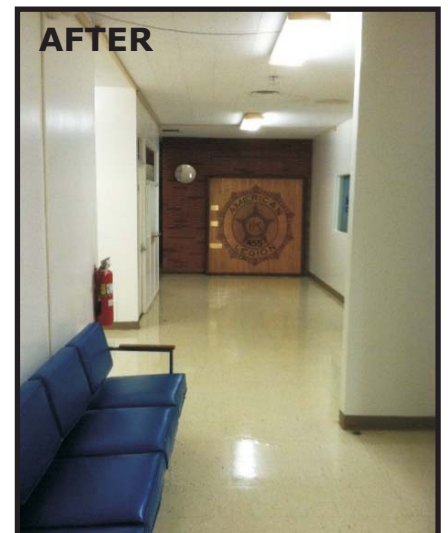
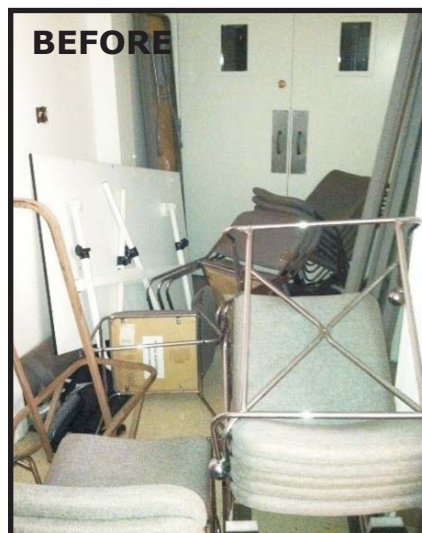
On Thursday, at 5 p.m., 30 jurisdictions (29 cities and the county's unincorporated areas) will conduct a test of Orange County's Regional Emergency Notification System: AlertOC. This exercise is being conducted in conjunction with the state's "Great Shakeout Exercise."

The primary objective of this regional exercise is to test AlertOC's capability, capacity and effectiveness to deliver emergency notifications to the public during times of a major disaster.

The test will also provide an opportunity for public outreach to all Orange County residents educating them on how the system will be used during an emergency and to encourage registration of additional contact information (cell numbers, e-mail addresses). The current number of voluntary registrations is low and this will provide an opportunity to reach out directly to Orange County residents.

Police substation across from Lions Park gets a makeover

The Costa Mesa Police Substation on W. 18th Street across from Lions Park is getting a makeover to make way for two newly hired park rangers. The substation, which has been home to a variety of police services over the years, most recently has been used for storage. The park rangers were hired to reduce problems associated with the homeless in Lions Park.



Public Services



Resident sought for TeWinkle Park Athletic Complex Task Force

The City of Costa Mesa is seeking a community member to serve on the recently formed TeWinkle Park Athletic Complex Task Force, which will consist of nearby residents, sports advocates and one at-large member. The task force will be looking at the potential for a public-private partnership to manage the ball fields at the park.

If you are interested, please contact Alma Reyes at (714) 754-5024 to obtain an application or visit the [City's website](#).

All applications need to be submitted to the Public Services Department,

77 Fair Drive, Fourth Floor, Costa Mesa, CA 92626, by 3 p.m., Friday, Oct. 21.

Tour of City parks set for Saturday

On Saturday from 9 a.m. to 4:10 p.m., the Costa Mesa Parks and Recreation Commission will be touring several parks near the Fairgrounds and South Coast Metro areas of Costa Mesa. Residents will have an opportunity to meet with and provide input to the commissioners.

1.	Paularino Park	9:00 a.m.	-	9:30 a.m.
2.	Del Mesa Park	9:40 a.m.	-	10:10 a.m.
3.	Shiffer Park	10:20 a.m.	-	10:50 a.m.
4.	Wakeham Park	11:00 a.m.	-	11:30 a.m.
5.	Wimbledon Park	11:40 a.m.	-	12:10 p.m.
6.	Jack Hammett Sports Complex	12:20 p.m.	-	12:50 p.m.
7.	TeWinkle Athletic Complex	1:00 p.m.	-	1:30 p.m.
8.	TeWinkle Park	1:40 p.m.	-	2:10 p.m.
9.	Bark Park	2:20 p.m.	-	2:50 p.m.
10.	Volcom Skate Park	3:00 p.m.	-	3:30 p.m.
11.	Costa Mesa Tennis Center	3:40 p.m.	-	4:10 p.m.



Coastal Cleanup Day in Costa Mesa: 150 pounds of trash cleared

Last month, tens of thousands of Californians participated in this year's 27th Annual California Coastal Cleanup Day and lent a hand cleaning beaches and inland waterways. More than 800 sites were cleaned by volunteers who collected hundreds of tons of trash. Cleanups took place throughout the California coast, from Mexico to the Oregon border, around the San Francisco Bay, and at sites as far inland as Lake Tahoe and the Salton Sea.

In Costa Mesa, more than 60 volunteers gathered at Vista Park to help clean up approximately two miles of parks and open space areas. The group removed approximately 60 pounds of trash and 90 pounds of recyclable material during the three-hour event.

Didn't make it this year? Mark your calendars for next year's Coastal Cleanup Day: Sept. 15.

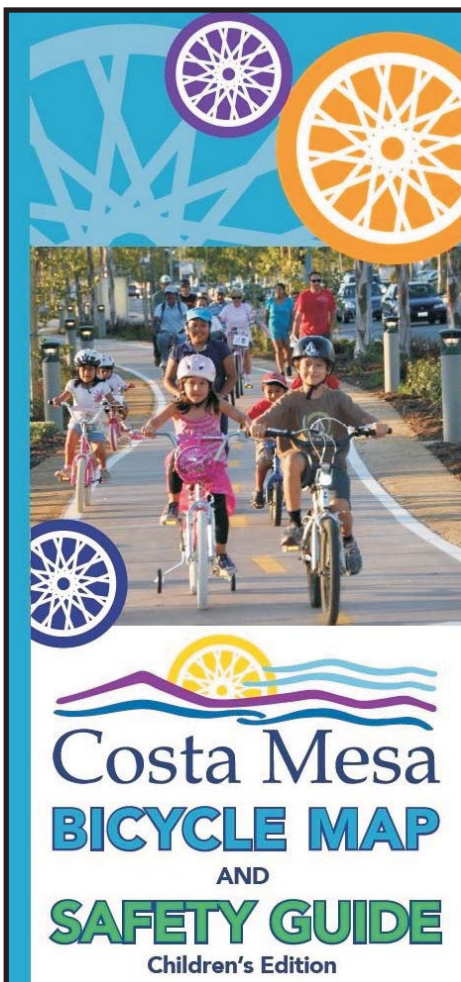
Public Department (Continued)

It's magic at the Costa Mesa Senior Center

The Costa Mesa Senior Center will be hosting a magic show fundraiser featuring Nolan the Magician, a Magic Castle member, on Saturday, Oct. 22 from 5:30 to 7:30 p.m.

The event will be held at the Costa Mesa Senior Center, 695 W. 19th Street, and the cost is \$25 and includes dinner and the magic show. Tickets are now on sale at the Costa Mesa Senior Center Monday through Friday from 9 a.m. to 5 p.m. Tickets can also be purchased at the door.

Please contact the Costa Mesa Senior Center for additional information at 949-645-2356, or costamesaseniorcenter@yahoo.com.



New bicycle map and safety guide published

The City of Costa Mesa Transportation Services Division distributed a "Bicycle Map and Safety Guide" to students at several elementary school last week during the International Walk to School Week.

The map and safety guide was developed with input from several members of the community, including representatives from Planning Commission, Green Task Force and the city at-large.

The map distributed to students includes a special safety guide aimed at young bike riders. The bicycle map and with a standard safety guide will soon be made available at City Hall, the Neighborhood Community Center, area libraries and other civic facilities. The map and safety guide will also be posted on City's website.

The project is funded by federal Safe Route to Schools grant and will also include installation of bicycle racks at two elementary schools identified by the Newport-Mesa Unified School District.

Final Words

You don't have to be a five-star general to have impact

By Michael Josephson

Years ago I was talking to about 50 Army generals responsible for weapons and equipment purchases. When I raised the issue of professional integrity, one of them reminded me there's a big gap between the way things are and the way they ought to be.

"Look, if the chairman of the Appropriations Committee comes from a district that makes trucks," he said, "we're going to buy those trucks whether or not they're the best."

I suggested that was bribery. Without missing a beat, he said, "That's not bribery – it's extortion!" The implication was, if they didn't cater to the politicians, they would pay a high price.

He then added, "That's the way it is, the way it always was, and the way it always will be."

"How can you sound so powerless?" I asked. "You're a general."

"Yeah," he said, "but I'm only a one-star."

I'm only a one-star. I hear this abdication of moral responsibility a lot.

Later I heard a similar claim of helplessness from a middle manager who protested my appeal to moral courage. "Do you really expect someone with a well-paying job and heavy family obligations to put it all at risk?"

"Yes, I do," I replied. "There are lots of people who would rather lose their job than their integrity." More than ever we need people to stand up and be counted.

When there's a gap between ideals and reality, people of character don't surrender their ideals. They fight for them. They work to change the way things are to the way they ought to be.

As Edward Everett Hale said, "It's true I am only one, but I am one. And the fact that I can't do everything will not prevent me from doing what I can do."

This is Michael Josephson reminding you that character counts.

Michael Josephson is founder of the Josephson Institute, whose goal is to increase ethical commitment, competence, and practice in all segments of society. You can subscribe to Michael Josephson's free newsletters [here](#).

